

Midwestern Sales, Parties Highlight Yule

4041's Birthday

Features Giant Cake

Sioux Falls, S. D., K-mart 4041—A giant birthday cake—weighing 275 pounds—was the big attraction at 4041 during its first anniversary celebration, a four-day event.

The cake, baked by John Bealieu, was seven feet long, four feet wide, one foot high and took three days to make. It lasted until four o'clock on the opening day of the celebration.

An ad in the local newspaper invited customers to enjoy free cake and coffee on the first day of the sale and to register for prize drawings held each hour on the last day of the celebration.

Chicago, Ill., Kresge 8—Through-out the store, Reporter Doris Billew wrote, Christmas merchandise is the center of attraction. Assistant Manager Robert Swank said a 99 cent camera has been selling well as a gift item. Christmas decorations include ornaments in the basement put up by Loren D. Thompson, Kathy Kramp and Doris Wall, and on the main floor oversized Christmas picture cards were displayed by Assistant Manager Swank.

Webster Groves, Mo., Kresge 11—A 57 percent increase in sales was the result of 11's Moonlight Madness Sale on October 30. The store was open from seven p.m. to eleven p.m. The entire staff wore nightwear. . . . Family Shopping Night was November 17.

Kresge 81 Plans Christmas Party

Aurora, Ill., Kresge 81—The Toll Gate Inn will be the meeting place for 81's Kresgeites at the annual store Christmas party on December 13. The committee in charge of the event includes Eloise Webster, Karin Miller, Bonnie Decrane and Mary Kramer.

Kansas City, Mo., Kresge 82—Fifteen retirees were honored guests at 82's annual Service Recognition Dinner. Employees and guests totaled 120.

Joliet, Ill., Kresge 126—Marion Belica and Dorothy Clapper are making plans for the employee Christmas party to be held at Le-Bar's Restaurant. After dinner, a gift exchange, dancing and games will be featured. . . . Family Shopping Night was held November 29. Coffee and doughnut holes were served. . . . Manager Sheldon G. Lyman presented Ada Mills, food department head, with the monthly Katy-Did Award.

Bloomington, Minn., Kresge 135—The fourth anniversary sale was a big success, the store reported. . . . Family Shopping Night was held in November.

Clinton, Ia., Kresge 147—Four staffers were honored at the annual Service Recognition Breakfast in October.

Portsmouth, O., Kresge 150—Grace Sheets, decorative flowers, hosted a Halloween party in her yard. Games and an auction provided entertainment.

Waterloo, Ia., Kresge 152—"A pound of ham for the customer"—these are familiar words at 152 since about three times a week the same customer calls to order ham for her husband's lunch. She has been doing this for about three years now. Surprisingly, the husband works in the ham department of a well-known meat packing company, but says 152's baked ham is the best. . . . Jerre Faulkner will host a Christmas party at her new home. . . . Manager George E. Fairclough and his wife will host the annual Christmas breakfast party and gift exchange.



Employees with 4041, Sioux Falls, S. D., since the store's opening one year ago gather for an official portrait before the start of a four-day first anniversary celebration.

Council Bluffs, Ia., Kresge 154—December 24 is the date of the annual employee Christmas party. . . . Reporter Hazel Grieder judged the Family Shopping Night, held November 24, a success.

Sioux City, Ia., Kresge 163—Gwendolyn Burg, floor supervisor, may have saved the company \$25 in a bad check. A customer purchased four sweaters totaling \$25 one morning. That evening, about eight o'clock, she returned with the sweaters wanting a refund. What the customer did not realize was that the same person had taken care of her check in the morning and remembered it. Gwendolyn wrote out the usual refund form and returned the check to the customer. The customer appeared extremely angry. Reporter Irene Nautical said the check could have been good, but the circumstances and the attitude the customer had when the check was returned indicated that all was not well. . . . Marjorie Thomas was appointed store historian and will keep a scrapbook of pictures, etc., about 163. . . . Kresge 163 boasts employees from three states—Iowa, Nebraska and South Dakota.

Ironwood, Mich., Kresge 196—Manager Percy A. Kennedy was appointed chairman of the Salvation Army Drive in Gogebic and Iron counties.

Fargo, N. D., Kresge 231—Family Shopping Night at 231 was on November 24.

Danville, Ill., Kresge 261—October 14 was the date of the annual Service Recognition Breakfast. Three employees received service pins.

Arlington Heights, Ill., Kresge 303—Staff members enjoyed a breakfast at 303 during Service Recognition Week. Two employees received service pins.

Centralia, Ill., Kresge 397—Three Kresgeites of 387 received service pins at a breakfast party during Service Recognition Week.

St. Joseph, Mo., K-mart 4026—Prize winners at the Halloween party given by Bud Henry, snack bar manager, were Mrs. Archedin, ready-to-wear; Faye Widmer, menswear; Gerald Melkowski's wife, and Naomi Zickler, hosiery. . . . Football star Jerry Mays, of the Kansas City Chiefs, visited 4026 during a Polaroid promotion. . . . Staffers produced a 500 percent gain in giving over their 1965 contribution to the United Fund.

Danville, Ill., K-mart 4030—The fall and winter style show put on by the ready-to-wear department was a big success, the store reported.

Eau Claire, Wis., K-mart 4051—In keeping with modern times, Assistant Manager Al Kubach arranged to have Santa arrive by helicopter in the store's parking lot on November 27. Santa then took up his post in toyland.

South Omaha, Neb., Kresge 401—Kresge 401 remained open until midnight during South Omaha's Moonlight Madness promotion. Reporter Ruth Radny said the event was a huge success.

Moonlight Madness Raises Sales at 420

Manitowoc, Wis., Kresge 420—The latest in nighttime fashions were seen when 420 held its Moonlight Madness Sale on October 28. Along with lots of fun, sales were increased, the store reported. . . . Family Shopping Night is scheduled for December 2. . . . Gifts and a chicken dinner will be the highlights of the employee Christmas party on December 12.

Alton, Ill., Kresge 427—Hay fever in all directions during 427's employee hayride on October 17. Following the ride, a winner roared around a bonfire was held.

Neenah, Wis., Kresge 442—Santa has been making weekly visits to 442 since November 27. . . . Family Shopping Day was on November 15. . . . Marion Nickles won \$5 in merchandise for having the most sales during a one-day food department promotion.

Milwaukee, Wis., Kresge 446—Dinner and a gift exchange will be featured at the annual Christmas party. . . . Family Shopping Night was held before Thanksgiving.

Chicago, Ill., Kresge 480—Captains Henry Wessling, Helen Harper, Katherine Fraser, Martha Williams and Peggy Barris reported fine cooperation during the Crusade of Mercy to help those less fortunate than most.

493's Spooktacular Is Howling Success

Wausau, Wis., Kresge 493—The store's Spooktacular was a howling success, wrote Reporter Margaret Drews and Adeline Spychalla. The event was held on October 28 from seven in the evening to nine. . . . Manager Dale E. Akers hosted an employee picnic with a Halloween theme on October 14.

Moline, Ill., Kresge 554—Family Shopping Nights at 554 are planned for the first weeks in December. . . . The Christmas breakfast for employees will be on December 24 with employees from Jupiter 4546, Moline, Ill., the store's guests.

Iowa City, Ia., Kresge 559—The annual Christmas party and Family Shopping Night were held in mid-November.

Food Head James Burch, 8, Chicago, Ill., surveys display of sparkling non-alcoholic Champagne-o.

The spirit of Halloween makes its way into the food department at Kresge 639 in Grandview, Mo.

Kathe Kuhr Scores As High School Beauty

Skokie, Ill., Kresge 636—The new high school adjoining Old Orchard Center selected Kathe Kuhr, food department, as a finalist in their first homecoming. The Theme was entitled, "Christening." KRESGE NEWS readers last met Kathe in the March, 1963 issue. Kathe came from Holland with her family and for a time worked as governess. . . . The niece of Tilli Mudloff and Martha Viken—Carl Prosser—was a member of the 6 piece summer band from Hoover Schrum School District that was first place at the National Open Junior High School Band Championship in Wisconsin. During the awards program, Carl was asked to be a member of the group that accepted the band's trophy. Carl's mother works at Kresge 94, Bridgeview, Ill.

Grandview, Mo., Kresge 689—Food department employees wore costumes for three days prior to Halloween. On the third day the sales staff donned costumes also.

Wichita, Kan., Kresge 697—Garni Kratochvil, ready-to-wear department head, Stella Halcom, Norma Love, Mary Worthington and Maxine Welch boosted sales of shift and shirtwaist dresses by modeling the fashions. . . . Maxine Phelps check-out cashier, demonstrates the store's small organs in her spare time.

Denver, Colo., Kresge 710—Westland Shopping Center is celebrating Christmas with Santa Claus in his castle and a miniature train and station for children. . . . The annual Christmas breakfast will be on December 24 with a visit from Santa Claus and a gift exchange. . . . Family Shopping Day was November 22.

Peoria, Ill., K-mart 4005—Family Shopping Night at 4005 featured free coffee and doughnuts. Credit customers were issued special invitations to the event.

Free Prizes Spark 4019's Illini Daze

Champaign, Ill., K-mart 4019—Illini Daze was the big event at 4019 during registration week at the University of Illinois. Free bus service was offered and free prizes were given away. . . . A coin clinic on September 28 was a big success, wrote Reporter Mary Callahan. . . . Nearly 6,000 persons were on hand for Ping-Pong Mania. Two thousand balls were dropped throughout the day for prizes such as women's coats, electric razors, cameras, bikes and a dinette set. . . . A Salute to Chautau in recognition of nearby Chautau Air Force Base was held October 9 with a special display of 1965 model cars.

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Esther Ostberg, 528, in Minneapolis, Minn., displays hat that placed first in Mad Hat Contest.



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